

RED WILLOW COUNTY VISITORS COMMITTEE

Tuesday, November 5, 2024

8:30 a.m.

2nd Floor Boardroom, Keystone Business Center

Minutes

- Presiding:** Daniel Stramel
- Present:** Tyler Loop, Bill Lesko, Kerri Unger, Andrea Harms and Carol Schlegel
- Absent:**
- Guest:** Linda Taylor, Sarah Schneider (McCook Chamber of Commerce) and Anna LaBay (McCook Gazette)
- Call to Order:** **Daniel Stramel** called the Red Willow County Visitors Committee (RWCVC) meeting to order at 8:30 a.m.
- Open Meeting Act:** Open Meeting Act was available for review.
- Minutes:** There was a motion made by **Kerri** and seconded by **Andrea** to approve the October 1, 2024 minutes. Motion carried 5/0.
- Financial Status:**
- | | |
|---|---------------|
| Balance in Promotion Fund as of October 31, 2024 = | \$ 59,386.06 |
| Balance in Improvement Fund as of October 31, 2024 = | \$ 245,411.02 |
| Balance in Promotion Fund Budget as of Oct 31, 2024 = | \$ 105,302.77 |
| Balance in Improvement Fund Budget as of Oct 31, 2024 = | \$ 293,096.32 |
| Petty Cash Fund Balance | \$ 66.04 |
- Old Business:**
- Promotion Grant Follow-up**
- McCook Chamber of Commerce – Heritage Days
Dates: September 18-21, 2024 Amount Approved: \$ 3,866.25
After reviewing the follow-up information provided, the consensus was that it was complete, and the grant funds will be processed.
- Facility Rental Grant Follow-up**
- McCook Chamber of Commerce – Heritage Days
Dates: September 18-21, 2024 Amount Approved: \$ 375.00
After reviewing the follow-up information provided, the consensus was that it was complete, and the grant funds will be processed.
 - Nebraska Fall Futurity & Derby – CHAN(First Year)
Dates: September 26-29, 2024 Amount Approved: \$ 1,750.00
After reviewing the follow-up information provided, the consensus was that it was complete, and the grant funds will be processed.
- TravelStorysGPS Update – Carol** reported that the walking tour was launched on October 31, 2024. She provided the Committee with copies of the posters, rack cards and website banner that are included in the marketing package from TravelStorys. Additional marketing items such as signage at tour locations and coasters with the QR code are being investigated and will be presented as a proposal later.
- Director’s Report:** **This is Red Willow County! Photography Contest – Carol** is waiting for word from the Fair Board concerning the photography contest.
- Acrylic Brochure Displays –** Due to a low limit on the county credit card, Carol was unable to order the displays online. To have the payment made in a timely fashion, she has submitted a purchase order and received an invoice that will be submitted with this month’s claims. The displays will

be shipped when payment has been made.

2024-2025 Visit Nebraska Marketing Grant – Carol reported that the grant cycle has been opened and she will be applying for directed marketing grants for the Visit Nebraska E-Newsletter, a half page ad in the Nebraska Travel Guide and (2) Small Business/Small Events Promotions that would be used to promote Buffalo Commons Storytelling Festival and Heritage Days. **Carol** distributed the guidelines to the Committee seeking input on any other opportunities they feel should be pursued.

New Business:

Facility Rental Grant Request

- McCook Chamber of Commerce – Noel on Norris
 Dates: December 15, 2024 Amount Approved: \$ 520.00

Sarah Schneider, McCook Chamber of Commerce Director, presented plans for the 2025 Noel on Norris Christmas event. After discussion, **Tyler** made the motion, and **Bill** seconded it to approve \$520.00 for the rental cost of the Fox Theatre for a viewing of the movie Polar Express during the event. Motion carried 5/0.

App My Community – Sarah Schneider – Sarah presented a proposal for the development of an app that would provide up-to-date information on McCook’s restaurants, shopping, recreation, events and hotels. Both the Chamber and the Visitors Bureau would have the ability to populate the app and receive analytics. Daniel commented that this app may well be the answer to the mission we have been working towards for several years in providing this service for visitors to McCook. The annual cost is \$5400 which would be split between the Chamber and Visitors Bureau. Other marketing expenses such as window cling QR codes will also be split with the Chamber. A motion was made by **Bill** and seconded by **Kerri** to cooperate with the Chamber to develop this app and split the cost of the app and marketing expenses. Motion carried 5/0.

MEDC Contribution – The McCook Economic Development Corporation (MEDC) notice for an annual contribution was received. Our 2024 contribution was \$1100. The notice also included a request for a 10% increase. A motion was made by **Bill** and seconded by **Tyler** to approve a contribution of \$1210, including a 10% increase. Motion carried 5/0.

Approval of Claims: The following claims were submitted for payment:

Claim Summary – Promotion Fund 0990 879

Visa Statement

• 2-1751 Adobe Subscription	64.49
2-1751 HonorboundIT Service Plan	25.00
2-6030 Flagship Publishing – CO Life 1/3 pg ad Sept/Oct 2024	615.00
McCook Chamber of Commerce	
• 2-6070 Heritage Days – Promotion Grant	3,866.25
• 2-6070 Heritage Days – Facility Grant	375.00
• 2-6030 App My Community	2,700.00
2-6070 CHAN – Cutting Horse Association of Nebraska	1,750.00
	<u>9,395.74</u>

A motion was made by **Bill** to pay the claims as presented with the addition of the App My Community payment and was seconded by **Tyler**. Motion carried 5/0

Claim Summary – Promotion Fund 0990 879

2-6000 October Wages	4,091.67
2-6070 YMCA of McCook – Capital Improvement	25,000.00
2-6075 Displays2Go – 25 Acrylic Brochure Displays	<u>2,227.12</u>
	31,318.79

A motion was made by **Kerri** to pay the claims as presented and was seconded by **Andrea**. Motion carried 5/0

The meeting was adjourned at 9:18 a.m.

Respectfully submitted by Carol Schlegel